



Project | SEARCH

Most Placeable Candidate: MPC

Having the Mindset that You CAN Place Everyone!

PLAN OF ATTACK

- INTRODUCTIONS
- THE MPC CONCEPT AND CALL
- WHO ARE YOU CALLING?
 - IDENTIFYING PLACES TO CALL
- WHAT ARE YOU SAYING?
 - SCRIPTS
- PRACTICE
- HANDLING OBEJECTIONS
- IMPLEMENTATION



INTRODUCTIONS



THE MPC CONCEPT

- MPC: MOST PLACEABLE CANDIDATE
- ACCEPT
 - EVERY STUDENT IS A MOST PLACEABLE CANDIDATE
 - EVERY STUDENT HAS A VALUABLE SKILL SET DESIREABLE TO AT LEAST ONE BUSINESS
 - THERE IS A JOB FOR EVERYONE – IT'S ABOUT FINDING THE RIGHT MATCH

THE MPC CALL

- PURPOSE
 - GET A STUDENT A JOB
 - INTRODUCE PROJECT SEARCH
 - BUILD RELATIONSHIPS
- EXAMPLES

WHO ARE YOU CALLING?

- START WITH FRIENDLY CALLS
 - WHO KNOWS PROJECT SEARCH
 - WHO YOU KNOW
 - WHO KNOWS THE HOST BUSINESS
- COMPANIES WHO HAVE A CORE COMPETENCY THAT MATCH YOUR STUDENTS' CORE COMPETECNY
- COMPANIES IN THE NEWS
- REFERRALS FROM YOUR BUSINESS LIAISON

WHAT ARE YOU SAYING?

- KNOW WHO YOU ARE TALKING ABOUT
- DESCRIPTIVE WORDS
- SINCERE TONE
- URGENCY
- SIZZLE
- WRITE IT DOWN

SCRIPT

- “Hello, JOE, this is MEREDITH CAMPBELL from Project SEARCH. I just wanted to take this opportunity to tell you about someone I working with who is seeking employment. This person has (share basic information/skill set). I don’t know if you have any open positions now, but this person could be a valuable asset to your team because (share specific information about , behaviors, experiences, references, etc.) I wanted to let you know before I place (him/her) elsewhere. What upcoming openings do you have that (she/he) might be a good fit for?” (When you add urgency or rapidness to your voice, you communicate to the company that you “really” want to help them first!)

YOUR OWN SCRIPT...ABOUT ONE OF YOUR STUDENTS

- “Hello, Brian, this is Meredith from Project SEARCH. I just wanted to take this opportunity to tell you about someone I’m working with who is seeking employment. Chris just completed a 6 week internship as a file clerk. I don’t know if you have any open positions now, but this person could be a valuable asset to your team because he organized a 12x12 room with a new system that allowed employees company wide to access information faster than ever before. I wanted to let you know before I place him elsewhere. What upcoming openings do you have that Chris might be a good fit for?”

CLOSING LINES

- I'M SORRY I MISSED YOU WHEN I CALLED BUT I'LL FOLLOW UP WITH AN EMAIL IN CASE THAT'S EASIER FOR YOU.
- I'M SORRY I MISSED YOU WHEN I CALLED. I KNOW YOU ARE A BUSY PERSON SO I'LL TRY BACK AT THE END OF THE WEEK/A WEEK FROM TODAY.
- IF YOU DON'T NEED SOME ONE LIKE CHRIS, PERHAPS YOU KNOW SOME ONE WHO COULD BENEFIT FROM HIRING CHRIS.
- WHO ELSE IN YOUR ORGANIZATION OR PROFESSIONAL NETWORK COULD BENEFIT FROM KNOWING ABOUT CHRIS OR PROECT SEARCH IN GENERAL?
- IF THIS PERSON DOESN'T HAVE THE SKILL SET YOU'RE LOOKING FOR WHAT OTHER POSITION MIGHT YOU BE LOOKING TO FILL?
- LET ME TELL YOU A LITTLE BIT MORE ABOUT PROJECT SEARCH AND HOW WE PARTNER WITH LOCAL EMPLOYERS TO SAVE TIME AND MONEY AND IN TURN ADD VALUE TO THEIR STAFF AND COMMUNITY.

PRACTICE WITH YOUR PARTNER

- ONE PERSON ACT AS THE PROJECT SEARCH PERSON
- ONE PERSON ACT AS THE COMPANY

OBJECTIONS

- WE'RE NOT HIRING
- WE HIRE ON OUR OWN
- I HAVE TOO MUCH ON MY PLATE FOR SOMETHING NEW NOW (TOO BUSY)
- WE ONLY HAVE SKILLED POSITIONS IN OUR COMPANY
- SEND ME SOME INFORMATION

HANDLING THE OBJECTIONS

- WE'RE NOT HIRING
 - RESPONSE:
 - WHEN YOU DO HIRE WHAT KIND OF POSITIONS DO YOU FILL?
 - HOW DO YOU FIND CANDIDATES WHEN YOU ARE RECRUITING?
 - WHAT'S A BIG CHALLENGE WHEN YOU RECRUIT? HIRE? OBOARD NEW EMPLOYEES?

HANDLING THE OBJECTIONS

- WE HIRE ON OUR OWN
 - RESPONSE:
 - HOW DO YOU FIND CANDIDATES WHEN YOU ARE RECRUITING?
 - WHAT'S A BIG CHALLENGE WHEN YOU RECRUIT? HIRE? OBOARD NEW EMPLOYEES?
 - IF YOU COULD MAKE ANY PART OF THE PROCESS EASIER, WHAT WOULD IT BE?

HANDLING THE OBJECTIONS

- I HAVE TOO MUCH ON MY PLATE FOR SOMETHING NEW NOW (TOO BUSY)
 - RESPONSE:
 - DO YOU HAVE A RIGHT-HAND PERSON THAT I COULD SPEAK WITH?
 - WOULD IT BE WORTH INVESTING 15 MINUTES WITH YOU IF WORKING WITH PROJECT SEARCH COULD SAVE YOU TIME IN THE LONG RUN?

HANDLING THE OBJECTIONS

- WE ONLY HAVE SKILLED POSITIONS IN OUR COMPANY
- RESPONSE:
 - THAT'S PERFECT BECAUSE PROJECT SEARCH ONLY WORKS WITH SKILLED JOB SEEKERS WHO OVER TIME HAVE DEVELOPED EMPLOYABLE SKILL SETS.

HANDLING THE OBJECTIONS

- SEND ME SOME INFORMATION
- RESPONSE:
 - I'D BE HAPPY TO. I NEED TO KNOW A LITTLE BIT ABOUT YOUR ORGANIZATION AND IT'S HIRING NEEDS. WHEN DO YOU HAVE 15 MINUTES TO TALK?

IMPLEMENTATION

- PROS TO MAKING THESE CALLS
- CONS TO MAKNG THESE CALLS
- POTENTIAL OBSTALCES?
- WHO CAN HELP US?
- SETTING GOALS: NUMBER OF CALLS TO MAKE?



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